

## AMENDMENTS TO THE CLAIMS

This list of claims will replace all prior versions and listing of claims in the application.

### Listing of Claims

1. (currently amended) A label for a product comprising:

a base adapted to be affixed to said product;

an electronic display affixed to said base wherein said electronic display is not associated with the inherent function of the product; and

a programmable circuit operatively connected to said electronic display, said programmable circuit being programmed to output information to said electronic display for display thereon, wherein the information is about the product and is animated.

2. (previously presented) The label according to claim 1 wherein said electronic display is a liquid crystal display.

3. (original) The label according to claim 2 wherein said liquid crystal display includes a backlight.

4. (original) The label according to claim 3 further including a power switch to alternately turn the power to said backlight on and off.

5. (previously presented) The label according to claim 2 further including a plurality of screen images associated with said display panel which can be selectively displayed on the electronic display by a user.

6. (original) The label according to claim 5 further including an input device to manually change the screen images.

7. (previously presented) The label according to claim 5 wherein said plurality of screen images include a logo screen.

8. (previously presented) The label according to claim 5 wherein said plurality of screen images include at least one product information screen.

9. (previously presented) A method for labeling a product, said method comprising:

attaching an electronic display to the product, wherein the electronic display is not associated with the inherent function of the product; and

programming the electronic display to display information, wherein the information is about the product and is animated.

10. (original) The method according to claim 9 wherein the electronic display is a liquid crystal display.

11. (previously presented) The method according to claim 9 wherein the step of programming said display comprises programming the display to display a plurality of screen images.

12. (previously presented) The method according to claim 11 wherein the electronic display includes an input device to manually change said plurality of screen images.

13. (previously presented) The method according to claim 11 wherein said plurality of screen images change automatically without input from a user.

14. (previously presented) The method according to claim 12 wherein said input device comprises a pressure-activated button on said electronic display.

15. (original) The method according to claim 12 wherein said input device comprises a touch screen.

16-17. (cancelled)

18. (previously presented) The method according to claim 9 wherein said liquid crystal display includes a backlight.

19. (previously presented) The method according to claim 18 further including a power switch to alternately turn the power to said backlight on and off.

20-21. (cancelled)

22. (previously presented) The method according to claim 11 wherein said plurality of screen images include a logo screen.

23. (previously presented) The method according to claim 11 wherein said plurality of screen images include at least one product information screen.

24. (previously presented) The method according to claim 9 wherein the electronic display is flexible.

25. (previously presented) The label according to claim 1 wherein the label is flexible.

26. (previously presented) The label according to claim 5 wherein said plurality of screen images change automatically without input from the user.

27. (previously presented) The label according to claim 6 wherein said input device comprises a pressure-activated button on said electronic display.

28. (previously presented) The label according to claim 6 wherein said input device comprises a touch screen.

29. (currently amended) A label for a product comprising:

a base adapted to be affixed to the product;  
an electronic display affixed to the base;

and

a programmable circuit operatively connected to the electronic display, the programmable circuit being programmed to output information comprising ~~label~~ information, product information or source information.

30. (previously presented) The label according to claim 29 wherein the electronic display is a liquid crystal display.

31. (previously presented) The label according to claim 30 wherein the liquid crystal display includes a backlight

32. (previously presented) The label according to claim 31 further including a power switch to alternately turn the power to the backlight on and off.

33. (previously presented) The label according to claim 30 further including a plurality of screen images associated with the display panel which can be selectively displayed on the electronic display by a user.

34. (previously presented) The label according to claim 33 further including an input device to manually change the screen images.

35. (previously presented) The label according to claim 33 wherein the plurality of screen images change automatically without input from the user.

36. (previously presented) The label according to claim 34 wherein the input device comprises a pressure-activated button on said electronic display.

37. (previously presented) The label according to claim 34 wherein the input device comprises a touch screen.

38. (previously presented) The label according to claim 33 wherein the plurality of screen images include a logo screen.

39. (previously presented) The label according to claim 33 wherein the plurality of screen images include at least one product information screen.

40. (currently amended) The label according to claim 29 wherein the ~~label~~ information comprises a brand name, ~~a logo~~ or a slogan that identifies the origin of the product.

41. (previously presented) The label according to claim 29 wherein the product information comprises features of the product, use of the product, material content of the product or care of the product.

42. (previously presented) The label according to claim 29 wherein the source information comprises an address, a telephone number or an Internet address for the manufacturer, seller or source of the product.

43. (cancelled)

44. (previously presented) The label according to claim 29 wherein the information is product information.

45. (previously presented) The label according to claim 29 wherein the information is source information.

46. (previously presented) The label according to claim 29 wherein the label is flexible.

47. (currently amended) A method for labeling a product, the method comprising:

attaching an electronic display to the product; and

programming the electronic display to display information comprising ~~label information~~, product information or source information.

48. (previously presented) The method according to claim 47 wherein the electronic display is a liquid crystal display.

49. (previously presented) The method according to claim 48 wherein the liquid crystal display includes a backlight.

50. (previously presented) The method according to claim 49 further including a power switch to alternately turn the power to the backlight on and off.

51. (previously presented) The method according to claim 48 further including a plurality of screen images associated with the display panel which can be selectively displayed on the electronic display by a user.

52. (previously presented) The method according to claim 51 further including an input device to manually change the plurality of screen images.

53. (previously presented) The method according to claim 51 wherein the plurality of screen images include a logo screen.

54. (previously presented) The method according to claim 51 wherein the plurality of screen images include at least one product information screen.

55. (previously presented) The method according to claim 51 wherein said plurality of screen images change automatically without input from a user.

56. (previously presented) The method according to claim 52 wherein said input device comprises a pressure-activated button on said electronic display.

57. (previously presented) The method according to claim 52 wherein said input device comprises a touch screen.

58. (currently amended) The method according to claim 47 wherein the ~~label~~ information comprises a brand name, ~~a logo~~ or a slogan that identifies the origin of the product.

59. (previously presented) The method according to claim 47 wherein the product information comprises features of the product, use of the product, material content of the product or care of the product.

60. (previously presented) The method according to claim 47 wherein the source information comprises an address, a telephone number or an Internet address for the manufacturer, seller or source of the product.

61. (cancelled)

62. (previously presented) The method according to claim 47 wherein the information is product information.

63. (previously presented) The method according to claim 47 wherein the information is source information.

64. (previously presented) The method according to claim 47 wherein the electronic display is flexible.

65. (new) The label according to claim 1 wherein said information identifies the origin of said product.

66. (new) The label according to claim 1 wherein said electronic display is enclosed in a watertight encasement.



67. (new) The label according to claim 1 wherein said base is affixed to said product by one of an adhesive, by sewing and by a fastener.

68. (new) The label according to claim 67 wherein said fastener is selected from the group consisting of hooks, screws, buckles, snaps, VELCRO and pins.

69. (new) The label according to claim 1 wherein said label is enclosed in a cartridge to be placed in a pocket of said product.

70. (new) The label according to claim 1 wherein the information is a logo.

71. (new) The method according to claim 9 wherein said information identifies the origin of said product.

72. (new) The method according to claim 9 wherein said electronic display is enclosed in a watertight encasement.

73. (new) The method according to claim 9 wherein said electronic display is attached to said product by one of an adhesive, by sewing and by a fastener.

74. (new) The method according to claim 73 wherein said fastener is selected from the group consisting of hooks, screws, buckles, snaps, VELCRO and pins.

75. (new) The method according to claim 9 wherein said electronic display is enclosed in a cartridge to be placed in a pocket of said product.

76. (new) The method according to claim 9 wherein the information is a logo.

77. (new) The label according to claim 29 wherein the information is animated.

78. (new) The label according to claim 77 wherein the information is a logo.

79. (new) The label according to claim 29 wherein the source information identifies the origin of the product.

80. (new) The label according to claim 29 wherein the electronic display is enclosed in a watertight encasement.

81. (new) The label according to claim 29 wherein the base is affixed to the product by one of an adhesive, by sewing and by a fastener.

82. (new) The label according to claim 81 wherein the fastener is selected from the group consisting of hooks, screws, buckles, snaps, VELCRO and pins.

83. (new) The label according to claim 29 wherein the label is enclosed in a cartridge to be placed in a pocket of the product.

84. (new) The method according to claim 47 wherein the information is animated.

85. (new) The method according to claim 84 wherein the information is a logo.

86. (new) The method according to claim 47 wherein the source information identifies the origin of the product.

87. (new) The method according to claim 47 wherein the electronic display is enclosed in a watertight encasement.

88. (new) The method according to claim 47 wherein the electronic display is attached to the product by one of an adhesive, by sewing and by a fastener.

89. (new) The method according to claim 84 wherein the fastener is selected from the group consisting of hooks, screws, buckles, snaps, VELCRO and pins.

90. (new) The method according to claim 47 wherein the electronic display is enclosed in a cartridge to be placed in a pocket of the product.